

Claim(s)

What is claimed is:

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1. A system for incentive program generation and award fulfillment, comprising:  
a host computer connected to a network;  
a database of such host computer; and  
an application program for participation in incentive programs of a plurality of independent providers.
  2. The system of claim 1, further comprising:  
a client computer of a consumer;  
a server of the host computer; and  
a web site, located on the server of the host computer wherein the consumer may participate in incentive programs of the plurality of independent providers via the web site.
  3. A method for incentive programs and award fulfillment, comprising:  
providing a host computer, the host computer having a database and an application program and  
permitting access to the database via a computer network, wherein a participant in said system may participate in incentive programs of a plurality of providers via the application program.

4. The method of claim 3, further comprising:

providing a computer network having a first and a second workstation and being capable of transferring electronic data between the workstations, wherein the first workstation is the host computer;

providing each of the workstations with an application program capable of responding to input from the first workstation or the second workstation;

allowing a user at the first workstation to operate the application program to generate an incentive program that is stored as an electronic file on the first workstation;

transferring the electronic file to the second workstation; and

providing an address for such file to permit access to such file from a computer network.

5. The method of claim 4, further comprising:

providing at least one of an application program that associates a prize with an incentive program, and an application program that associates a fulfillment option with a prize.

6. A system for award fulfillment, comprising:

a network;

a host computer, connected to the network;

a database of the host computer;

an application program of the host computer, wherein a participant may participate

in an incentive program;

a database of awards associated with the incentive program; and

an application program for automating fulfillment of awards for the incentive program.

7. The system of claim 6, further comprising:

a card for fulfillment of awards won in the incentive program.

8. The system of claim 7, wherein the card comprises:

memory for storing at least a personal identification number associated with a user.

9. The system of claim 8, wherein the card further comprises:

memory for storing information relating to a user's participation in an incentive program.

10. The system of claim 6, further comprising:

a web site, located on the host computer, wherein the consumer may participate in incentive programs of at least two providers via the web site.

11. A method for incentive programs and award fulfillment, comprising:

providing a host computer;

providing an incentive program on the host computer, wherein a participant may participate in an incentive program;

providing a database of awards on the host computer associated with the incentive program; and

providing automated fulfillment of such awards to participants.

12. The method of claim 11, wherein the database includes awards from a plurality of sponsors.

13. The method of claim 11, wherein providing automated fulfillment comprises:  
associating an award with the incentive program; and  
associating a fulfillment method with the award.

14. The method of claim 11, wherein providing automated fulfillment further comprises:  
providing a card comprising memory for storing data associated with a user.

15. The method of claim 13, wherein associating a fulfillment method comprises:  
providing an optimization application program that identifies an award based on the proximity of an award winner to an award in the database of awards.

16. The method of claim 14, wherein the data is a personal identification number.

17. The method of claim 14, wherein the data is information relating to a user's participation in an incentive program.

18. A system for incentive program generation, comprising:

a network;

a sponsor computer connected to the network;

a host computer connected to the network, the host computer having a server; and

an incentive application program, running on the server, wherein the sponsor may build an incentive program by interacting with the application program.

19. The system of claim 18, wherein the incentive application program comprises:

an editor for generating an electronic file containing code for the incentive program;

a classifying application program for classifying the code in numbers that represent the elements of the code; and

a generator application program for generating tables of the numbers that represent the code for the incentive program.

20. The system of claim 18, further comprising:

an award association application program for associating an award with an incentive program.

21. The system of claim 18, further comprising:

a game piece, associated with the incentive application program, wherein the game piece comprises a branded image of a provider of an incentive program.

22. The system of claim 18, further comprising:

a fulfillment automation application program for associating a fulfillment method with the award.

23. The system of claim 19, further comprising:

an executor application that is capable of interpreting the tables and executing the code.

24. A method for generating an incentive program, comprising:

providing a computer;

providing an incentive program builder application of such computer;

providing a database of objects associated with parameters of an incentive program;

providing an interface of the incentive program builder application for user entry of parameters for an incentive program;

associating an object with each parameter entered by the user; and

generating an incentive program comprising the objects associated with all of the parameters entered by the user.

25. The method of claim 24, further comprising:

generating an electronic file containing code for the incentive program;

classifying the code in numbers that represent the elements of the code; and

generating tables of the numbers that represent the code for the incentive program.

26. The method of claim 25, further comprising:  
providing an executor that is capable of interpreting the tables and executing the code.
27. An electronic incentive program, comprising:  
a computer capable of running an application program;  
an incentive program, running on such computer;  
an object, associated with such incentive program, the object being associated with an action that is associated with the incentive program; and  
a graphical image file that is displayed in connection with the object.
28. The incentive program of claim 27, wherein the graphical image file is a branded image.
29. The incentive program of claim 27, wherein the object is a game piece in an incentive program.
30. The incentive program of claim 27, wherein the object is displayed upon winning an incentive program.
31. The incentive program of claim 27, wherein the graphical image file may change.

32. The incentive program of claim 31, wherein  
the graphical image file that is displayed depends on characteristics of the user.

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33. A system for building an incentive program, comprising:

a computer connected to a network;  
an incentive application program for generating an incentive program in response to input of parameters by user;  
an award association application program for associating an award with the incentive program; and  
a fulfillment application program for associating a fulfillment method with the award.

34. A method of providing an incentive program over a computer network, comprising:  
providing a computer connected to a network;  
generating an incentive program in response to input from a user;  
associating an award with the incentive program; and  
associating a fulfillment method with the award, wherein at least one of generating an incentive program, associating a prize and associating a fulfillment method is accomplished by an application program.



35. A system for incentive program generation and award fulfillment, comprising:
- a host computer connected to a network;
  - a client computer of a consumer connected to the network;
  - a sponsor computer of a sponsor connected to the network;
  - an incentive participation application program for participation by the consumer in an incentive program, wherein the participation may be in incentive programs of a plurality of sponsors;
  - a server of the host computer;
  - a web site, located on the server of the host computer, wherein the consumer may participate in an incentive program via the web site;
  - a database of the host computer of awards associated with the incentive participation application programs;
  - an award association application program for associating an award with an incentive program;
  - a fulfillment automation application program for associating a fulfillment method with an award;
  - an electronic card for fulfillment of an award, having memory for storing information associated with the consumer, wherein the information may be a personal identification number or information associated with the consumer's participation in an incentive program; and
  - an incentive builder application program, running on the server of the host computer, wherein the sponsor may build an incentive program by interacting with the

incentive builder application program, wherein the incentive builder application program comprises a database of objects associated with incentive programs, wherein each object is associated with an action that is associated with the incentive program, an interface for permitting a sponsor to enter parameters associated with an incentive program, an object association application for associating objects with the parameters entered by a sponsor and building a file comprising the objects associated with all of the parameters entered by a sponsor, an editor for generating an electronic file containing code for the incentive program, a classifying application program for classifying the code in numbers that represent the elements of the code, a generator application program for generating tables of the numbers that represent the code for the incentive program, and an executor application that is capable of interpreting the tables and executing the code.

36. The system of claim 35, further comprising:

a graphical image file that is displayed in connection with an object, wherein the graphical image file is a branded image, wherein the object is a game piece in an incentive program, wherein the object is displayed upon winning an incentive program, wherein the graphical image file may change, and wherein the graphical image file that is displayed depends on characteristics of the user.

37. A method of providing incentive program generation and award fulfillment, comprising:

providing a host computer connected to a network;

providing a client computer of a consumer connected to the network;

providing a sponsor computer of a sponsor connected to the network;

providing an incentive participation application program for participation by the consumer in an incentive program, wherein the participation may be in incentive programs of a plurality of sponsors;

providing a server of the host computer;

providing a web site, located on the server of the host computer, wherein the consumer may participate in an incentive program via the web site;

providing a database of the host computer of awards associated with the incentive participation application programs;

associating an award with an incentive program;

associating a fulfillment method with an award;

providing an electronic card for fulfillment of an award, having memory for storing information associated with the consumer, wherein the information may be a personal identification number or information associated with the consumer's participation in an incentive program; and

providing an incentive builder application program, running on the server of the host computer, wherein the sponsor may build an incentive program by interacting with the incentive builder application program, wherein the incentive builder application program comprises a database of objects associated with incentive programs, wherein each object is associated with an action that is associated with the incentive program, an interface for permitting a sponsor to enter parameters associated with an incentive program, an object association application for associating objects with the parameters entered by a sponsor and building a file comprising the objects associated with all of the

parameters entered by a sponsor, an editor for generating an electronic file containing code for the incentive program, a classifying application program for classifying the code in numbers that represent the elements of the code, a generator application program for generating tables of the numbers that represent the code for the incentive program, and an executor application that is capable of interpreting the tables and executing the code.

38. The method of claim 37, further comprising:

displaying a graphical image file in connection with an object, wherein the graphical image file is a branded image, wherein the object is a game piece in an incentive program, wherein the object is displayed upon winning an incentive program, wherein the graphical image file may change, and wherein the graphical image file that is displayed depends on characteristics of the user.

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